

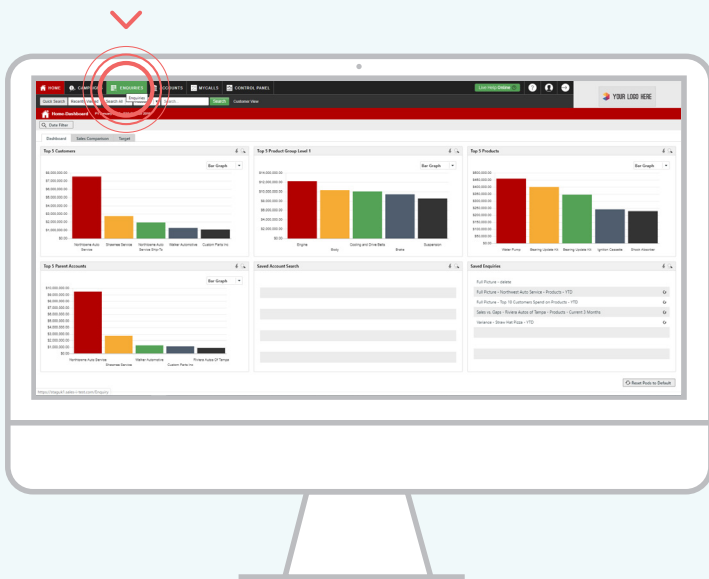
How To Discover Which Customers Have Stopped Buying A Certain Product

Desktop

You can use sales-i to discover which products a customer has stopped buying, preventing your sales from slipping and going to a competitor before it's too late.

01 CLICK ENQUIRIES

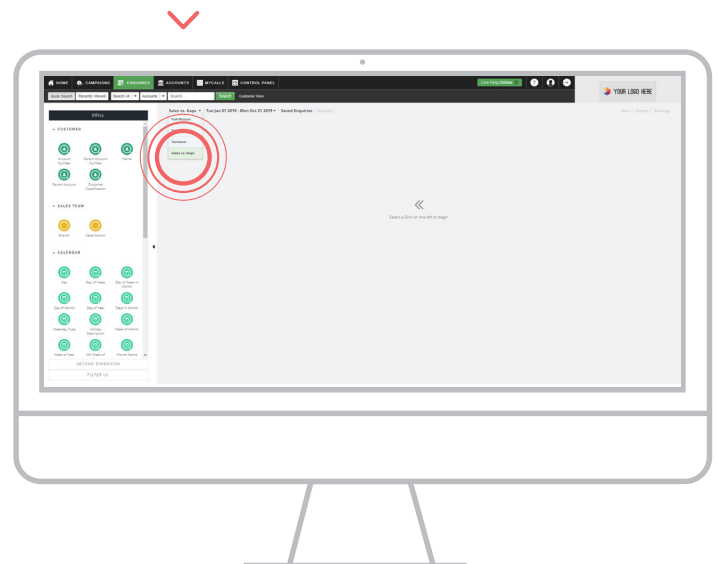
From the black navigation bar at the top of the screen, click Enquiries.



02 CLICK SALES VS. GAPS

Now it's time to select the type of enquiry you would like to run.

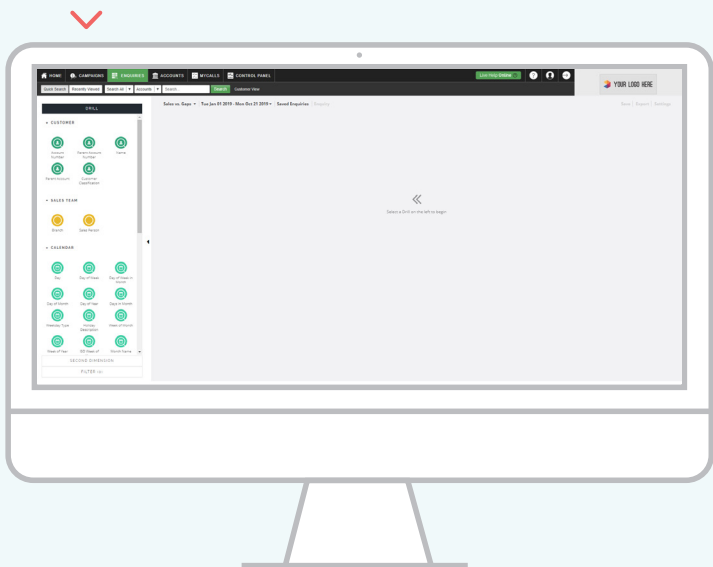
Using the drop down under the search bar at top left of the enquiries results bar, select Sales vs Gaps.



03

SELECT PRODUCT BUBBLE

Select the Product bubble from the Product Analysis section in the left hand window of the screen.

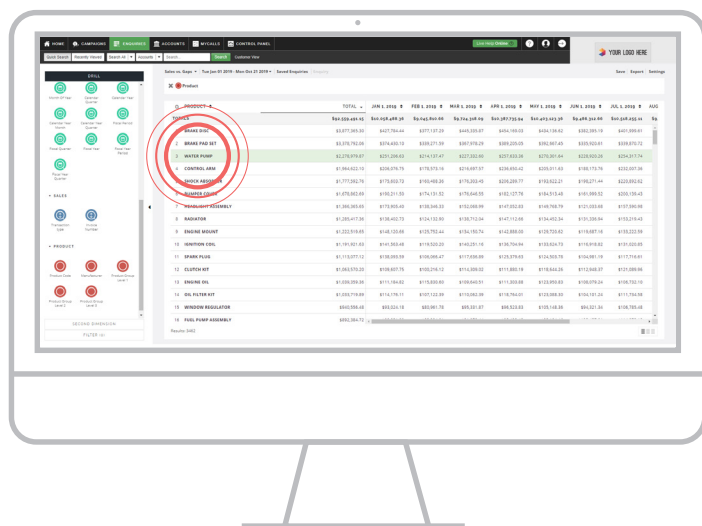


04

CHOOSE PRODUCT

Now you need to select the product you would like to see sales information for.

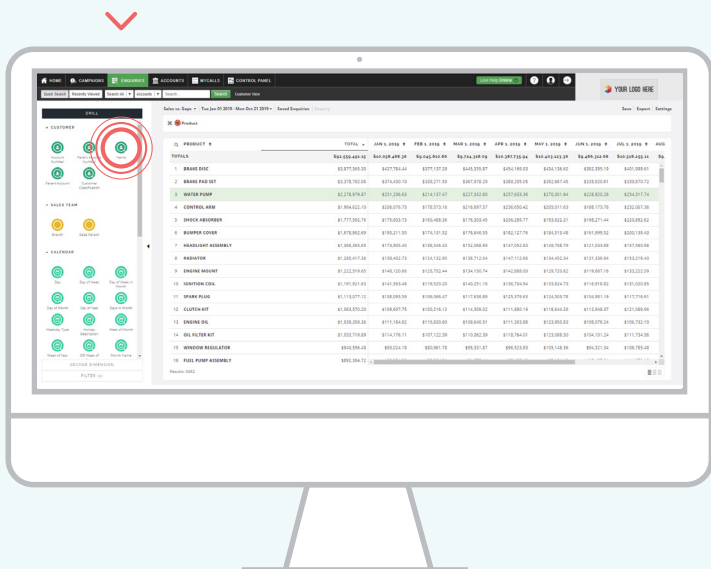
In this example, select the option to view who has bought and not bought.



05 SELECT BUBBLE

Now you have selected your chosen product, it's time to see which customers have and haven't been buying it.

To do so, click Name bubble from the Customer Analysis field in the left-hand window of the screen.



06 GAPS

You will now see a list of customers who have bought or not bought that product.

Some of them may show a red 0. This indicates a gap in spend for that month.

Click on a column header to sort sales for that month into ascending or descending order.

Note: You can click on the Total column header to bring the customers who have never bought this product to the top of the list.

